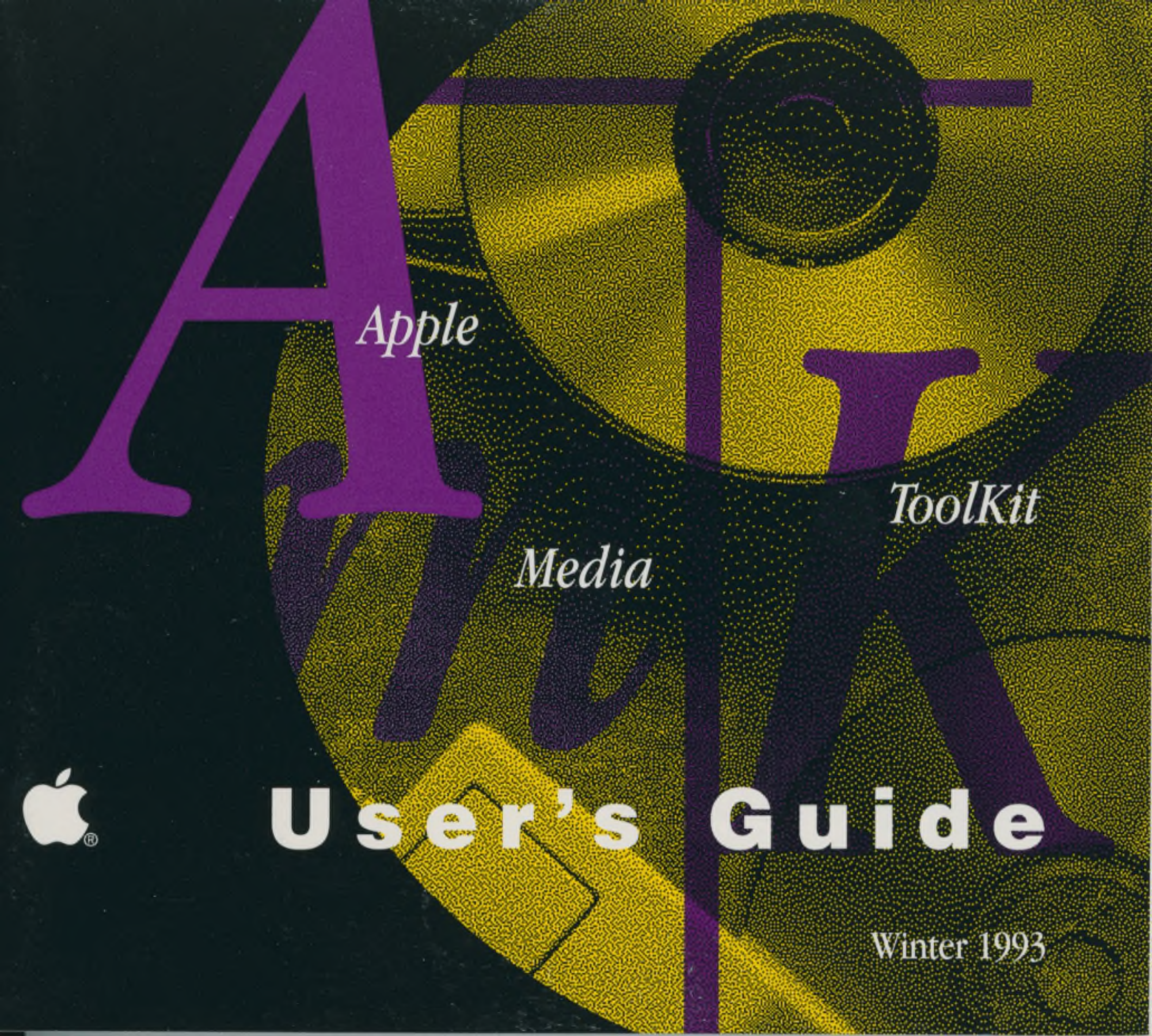
Apple
Media
ToolKit
User's Guide
Winter 1993

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Apple Media ToolKit Index

PRINT MATERIALS

General Business

Ads

Business Markets Ad Slick Templates:

- General Business
- Legal
- Engineering/Architecture
- Advertising/Graphic Arts
- "Competitive Edges" Ad
- "Most profitable hours..." Ad

Product Ad Slick Templates:

- Macintosh® PowerBook™ Family Ad
- Macintosh Duo™ System Ad
- Macintosh IIvx Ad

Flyers

2 Customizable Flyers with copy for the following audiences:

- General Business
- Legal
- Engineering/Architecture
- Advertising/Graphic Arts
- Real Estate
- Accounting
- Publishing
- Multimedia

Other

- Accounting Snapshot
- Accounting Success Story
- Ad/Communications Success Story
- Ad/Communications Snapshot
- Architecture/Engineering Snapshot
- Architecture/Engineering Success Story
- Legal Snapshot
- Legal Success Story
- Real Estate Snapshot
- Real Estate Success Story
- Small Business Success Story #1
- Small Business Success Story #2
- Small Business Success Story #3

Enterprise Marketing

Other

- BluePrint for the Decade
- Client/Server Computing

Apple Media ToolKit Index

Miscellaneous

Ads

Customizable Ad #1
Customizable Ad #2
Customizable Ad #3
Customizable Ad #4
Macintosh IIvx Ad
PowerBook Family Ad
Macintosh Duo System Ad

Flyers

Customizable Flyer Template

Other

Apple® Product Matrix

PRODUCT COMPONENTS

CPUs

Macintosh Color Classic®
Macintosh Classic II
Macintosh PowerBook 145
Macintosh PowerBook 160
Macintosh PowerBook 165c
Macintosh PowerBook 180
Macintosh PowerBook Duo 210
Macintosh PowerBook Duo 230
Macintosh LCII
Macintosh LCIII
Macintosh IIsi
Macintosh IIci
Macintosh IIvx
Macintosh Centris™ 610
Macintosh Centris 650
Macintosh Quadra™ 800
Macintosh Quadra 950

Displays
Macintosh 12-inch Monochrome Display
Apple Basic Color Monitor
Macintosh Color Display
Macintosh Portrait Display
Macintosh 16-inch Display
Macintosh 21-inch Display

Printers
Apple ImageWriter™ II
Apple StyleWriter™ II
Apple Personal LaserWriter® NTR
Apple LaserWriter Select 300
Apple LaserWriter Select 310
Apple LaserWriter Pro 600
Apple LaserWriter Pro 630
Apple Color Printer

Peripherals
Apple OneScanner™
Apple ColorScanner
AppleCD™ 150
AppleCD 300
Apple Adjustable Keyboard
Apple Desktop Bus Mouse II
Macintosh Duo Dock

Miscellaneous Copy
General Business Copy
Macintosh Advantage Copy
Macintosh Computers Copy

Apple Media ToolKit Index

Screen Shots

Classic Display/Microsoft Works
12-inch B/W Display/DTP
12-inch RGB Display/DTP
12-inch B/W Display/Aldus PageMaker®
14-inch Display/Acius 4-D
14-inch Display/AutoDesk AutoCAD
14-inch Display/Letraset ColorStudio
14-inch Display/Macromedia Director
14-inch Display/DTP
14-inch Display/Electric Image
14-inch Display/FilmMaker
14-inch Display/Frame Technologies FrameMaker
14-inch Display/FreeHand
14-inch Display/Great Plains Accounting
14-inch Display/Adobe Illustrator
14-inch Display/Specular International Infini-D
14-inch Display/LabVIEW
14-inch Display/Blyth OMNIS
14-inch Display/ORACLE
14-inch Display/PhotoShop
14-inch Display/Quark Xpress
14-inch Display/THINK-C
14-inch Display/Video Effects
16-inch Display/Wolfam Research Mathematica
21-inch Display/DTP
21-inch Display/Engineering
Portrait Display/DTP
PowerBook Display/ACT
PowerBook Display/Excel
PowerBook Display/Claris FileMaker
PowerBook Display/MacProject
PowerBook Display/Resolve
PowerBook Display/Microsoft Works

Apple Logos

(available in three sizes and on a logo sheet)
Authorized Reseller
VAR
AESC
Apple (plain)
6-Color Apple Logo Line Art

How to get started

Before you begin using the Apple Media ToolKit, you'll want to have Aldus PageMaker 4.2, Claris HyperCard® Player, and the Apple Garamond, Helvetica®, and Symbol fonts installed on your hard disk. For your convenience, these applications and typefaces have been included on the Apple Media ToolKit CD-ROM disc. If any or all of these applications and typefaces are not installed on your system, a prompt window will alert you to install them. If you use System 7,™ you can install the appropriate fonts by simply dragging them from the Apple Media ToolKit CD-ROM into the System folder or by using one of the font utilities such as SuitCase or MasterJuggler. If you use System 6, you should consult your user's manual for proper font installation instructions. Please be sure to remove all old versions of PageMaker and HyperCard from your hard disk.

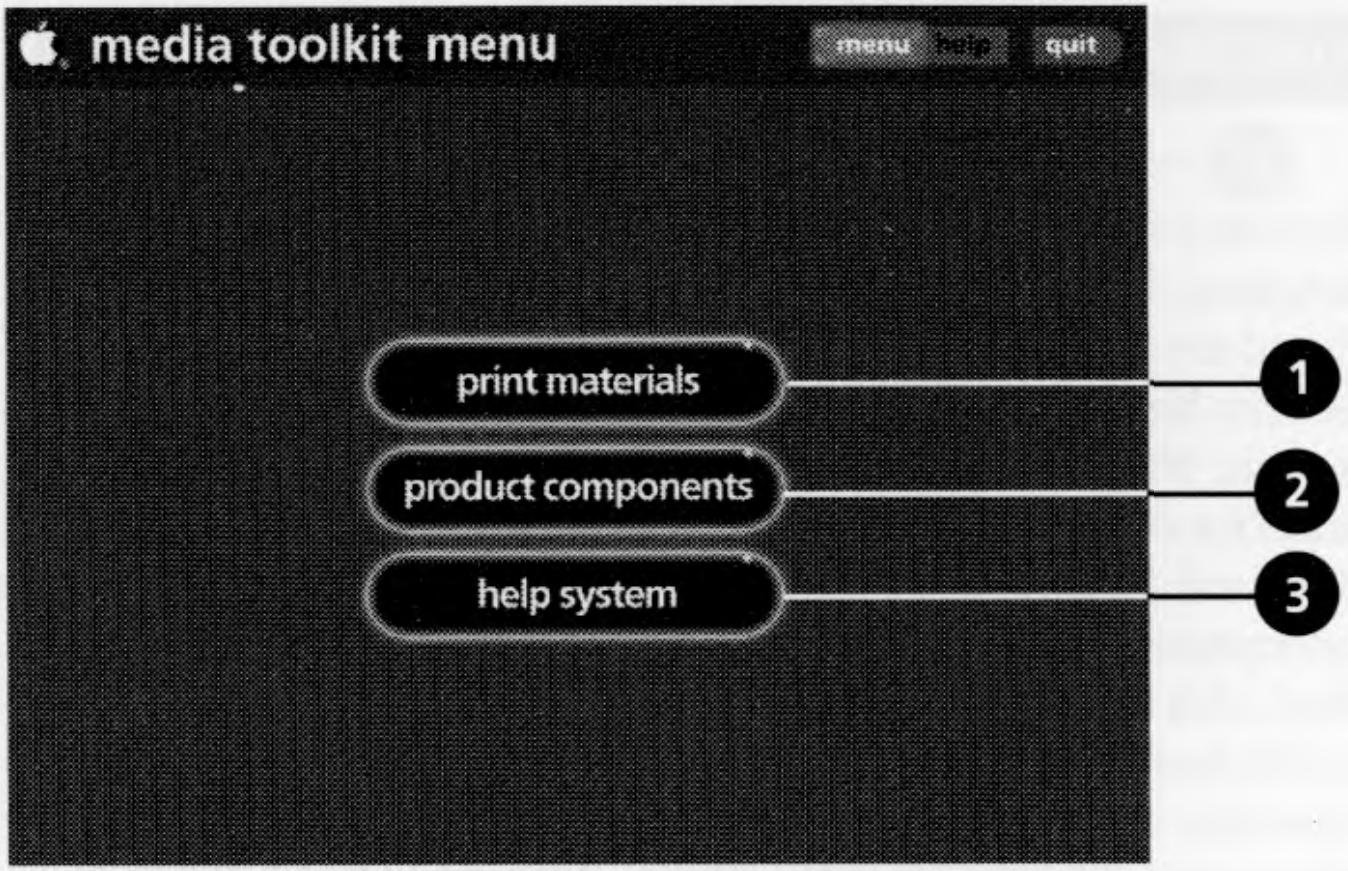
To customize the PageMaker templates in the Apple Media ToolKit, you must have a basic working knowledge of PageMaker 4.2. You should be able to place and move text and graphics files, create and manipulate text, set up files for printing, etc. If you haven't used PageMaker in a while, please review these procedures before attempting to customize templates.

Apple Media ToolKit Menu

The media toolkit menu is the point of entry for users of the Apple Media ToolKit. If you need more information about using the materials in the Apple Media ToolKit, click the *help* button at the top of the card; if you wish to return to this card from the print materials or product components interfaces, click the *menu* button; if you wish to exit the Apple Media ToolKit, click the *quit* button.

Please refer to the numbered illustration on the facing page for the following menu features:

1. ***print materials*** **button** – Takes you to the print materials section. From here, you can select and open customizable templates and print-only files, get information about print materials, and preview pictures of the templates.
2. ***product components*** **button** – Takes you to the product components section. From here, you can select and preview pictures of Apple product art files, and view text from product description copy files. You can also get information about these files.
3. ***help system*** **button** – Takes you to the help system menu. From this menu, you can select from four help systems: *about amtk*; *navigation*; *print materials*; and *product components*.


media toolkit menu
menu
help
quit
print materials
product components
help system
1
2
3

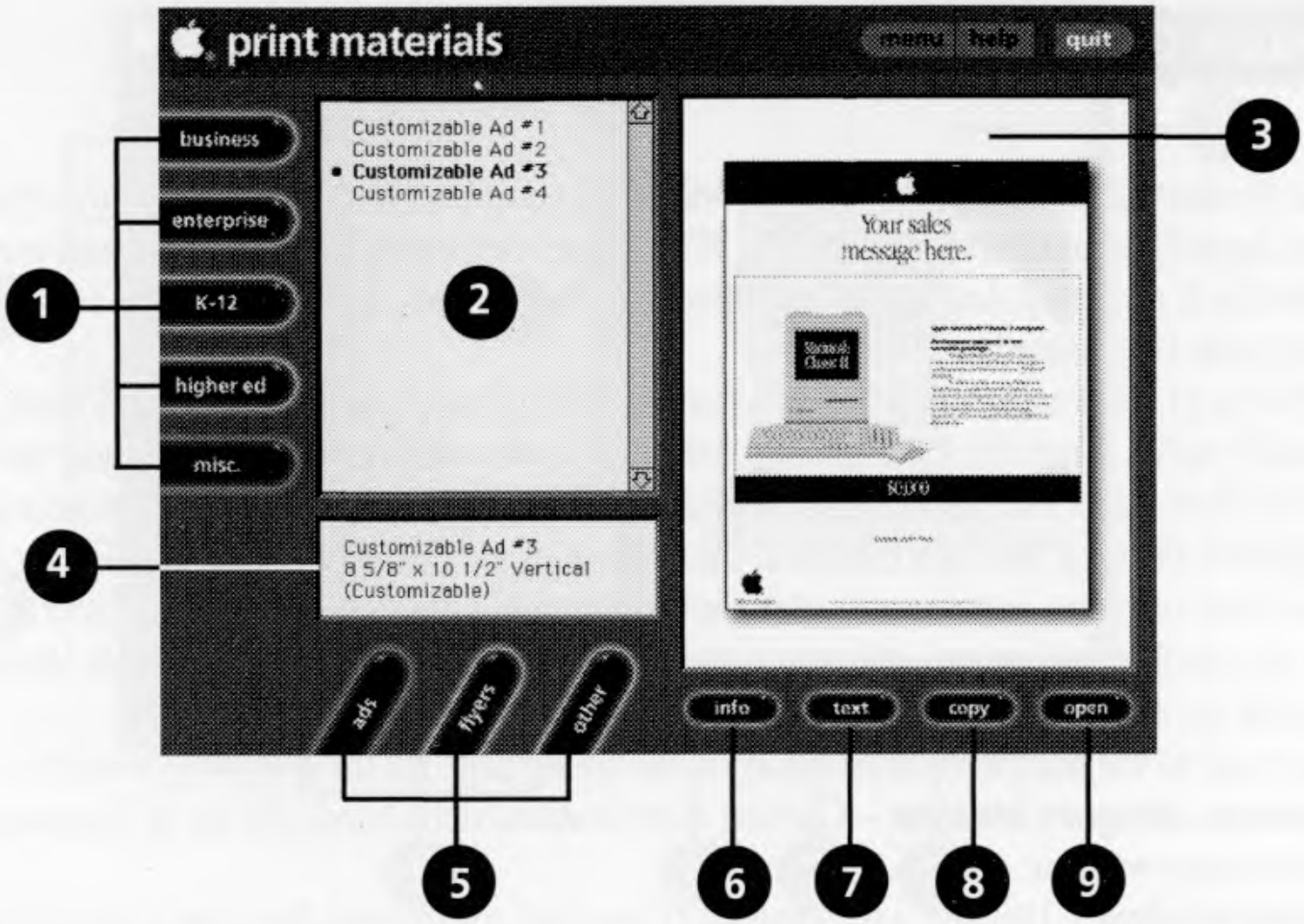
Print Materials

There are a variety of new print materials available to you, including fully customizable ad and flyer templates. These materials can help you create impactful and effective print materials, tailored to each and any specific audience you wish to reach.

The Print Materials section is reached by clicking the *print materials* button on the media toolkit menu. When the card appears, select the market group and format buttons of your choice, then select the desired print material file from the selection window. If you wish to launch PageMaker and open the highlighted file, click the *open* button at the bottom of the card; if you need information about customizing or printing the template, or want to read the AppleFund™ guidelines, click the *help* button at the top of the card; if you wish to return to the media toolkit menu, click the *menu* button; if you wish to exit the Apple Media ToolKit, click the *quit* button.

Please refer to the numbered illustration on the facing page for the following features:

1. **market group buttons** – Print materials are arranged by the market groups. Clicking these buttons determines which list of print material files is displayed in the selection window.
2. **selection window** – Displays a scrolling list of print material files that are determined by the Market Group and Format buttons. To highlight a file name, simply click on it.
3. **preview window** – Displays the file that is currently highlighted in the selection window.
4. **content window** – Displays content information about the file that is currently highlighted in the selection window.
5. **format buttons** – Determines the format of the files listed inside the selection window.
6. ***info* button** – Opens a window that displays additional information about the file that is currently highlighted in the selection window.



7. ***text* button** – Opens a window that displays the text (if available) for the file that is currently highlighted in the selection window.
8. ***copy* button** – Creates a copy of the file that is currently highlighted in the selection window; the duplicate file is automatically placed in a folder called "AMTK" on your desktop.
9. ***open* button** – Opens the file that is currently highlighted in the selection window.

Product Components

In the Product Components section, you will find a complete library of product art, screen shots, and AppleFund-approved copy blocks. With these components, you can "cut and paste" your desired products and copy. And once completed, the files can be easily resized to fit any of the templates in the Print Materials section.

The Product Components section is reached by clicking the *product components* button on the media toolkit menu. When the card appears, select the component category and format buttons of your choice, then select the desired file from the selection window. If you wish to create a copy of the highlighted file, click the *copy* button at the bottom of the card; if you need to know more about how your selection can be used, click the *help* button at the top of the card; if you wish to return to the media toolkit menu, click the *menu* button; if you wish to exit the Apple Media ToolKit, click the *quit* button.

Please refer to the numbered illustration on the facing page for the following features:

1. **component category buttons** – Clicking these buttons determines the list of files displayed in the selection window.
2. **selection window** – Displays a scrolling list of product component files that is determined by the component category and format buttons. To highlight a file name, simply click on it.
3. **preview window** – Displays the file that is currently highlighted in the selection window.
4. **content window** – Displays content information about the file that is currently highlighted in the selection window.
5. **format buttons** – Determine the format of files listed inside the selection window.

6. ***info* button** – Opens a window that displays additional information about the file that is currently highlighted in the selection window.
7. ***text* button** – Opens a window that displays the text (if available) for the file that is currently highlighted in the selection window.
8. ***copy* button** – Creates a copy of the file that is currently highlighted in the selection window; the duplicate file is automatically placed in a folder called "AMTK" on your desktop.

Help System

The help system included in the Apple Media ToolKit can be accessed by clicking the *help system* button on the media toolkit menu. When the help system menu appears, you can select from four help system buttons: *about amtk*; *navigation*; *print materials*; and *product components*. Information for each topic is displayed as scrolling text with accompanying graphics where appropriate. If you wish to return to the help system menu, click the *? menu* button; if you wish to return to the card from which you accessed the help system, click the *return* button; if you wish to exit the Apple Media ToolKit, click the *quit* button.

1. ***about amtk* button** – Provides a brief overview of the Apple Media ToolKit.
2. ***navigation* button** – Provides information about the Apple Media ToolKit similar to that of this User's Guide. Click on the appropriate button to display an annotated picture of the media toolkit menu, print materials, or product components sections.
3. ***print materials* buttons** – Provides complete information and graphic support for the following topics:

Customizing
- Features
- Copy
- Product Art

Output
- Typefaces
- LaserWriter
- Service Bureau

AppleFund
- Trademarks and Credit Lines
- Logo
- Services
- Business
- Education
- Claims

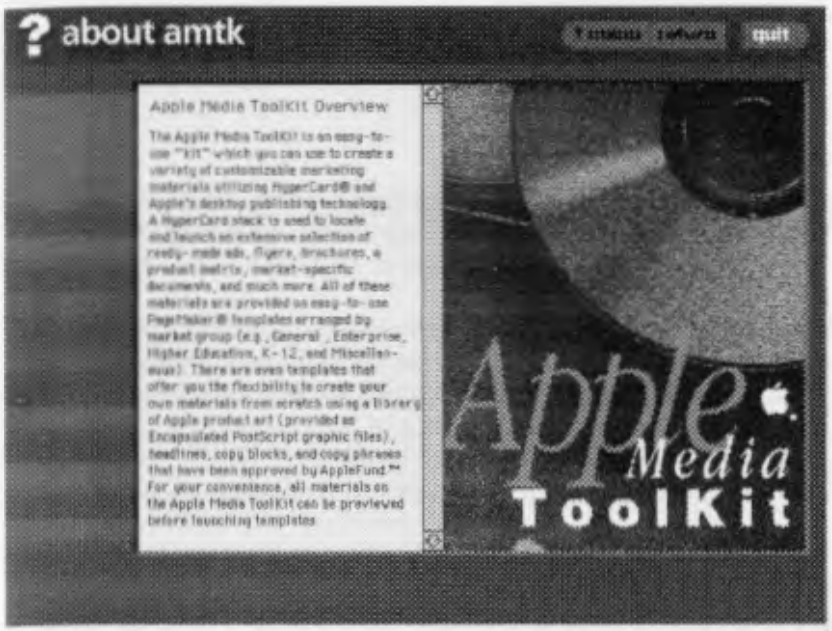
4. ***product components* buttons** – Provides complete information and graphic support for the following topics:

Product Art
- Format
- Placement
- Screen Shots

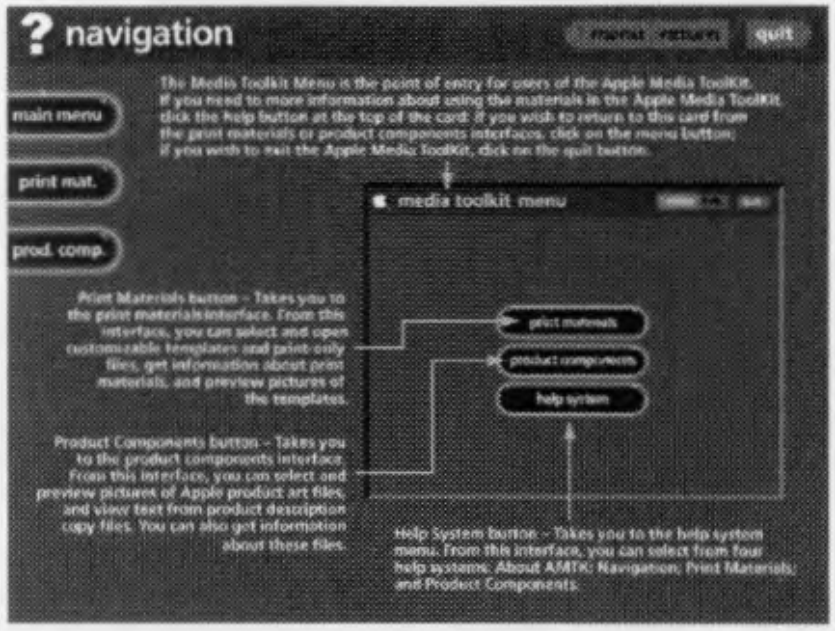
Descriptive Copy
- Format
- Placement
- Trademark

Screen Shots
- Format
- Placement
- How to select

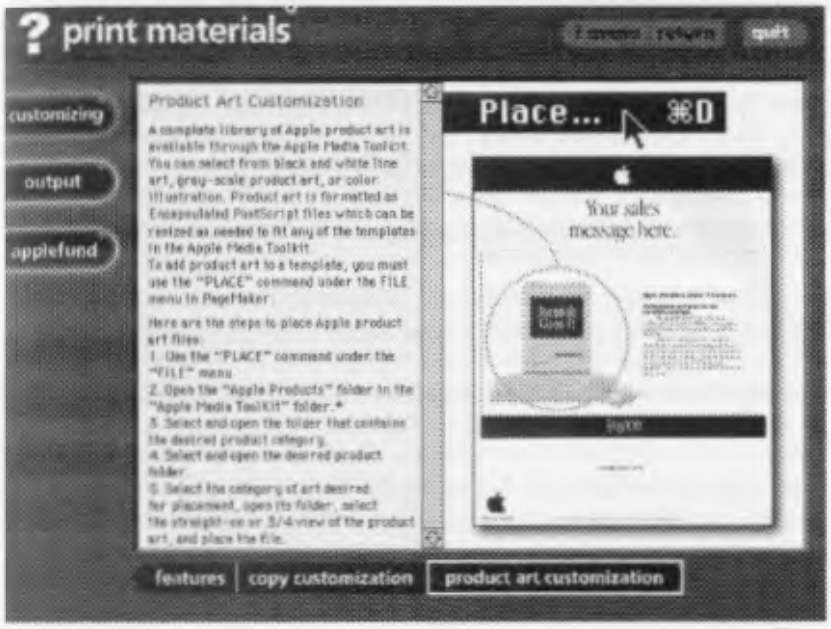
Logos
- Format
- Placement
- Usage


about amtk
quit
Apple Media Toolkit Overview
Apple Media ToolKit

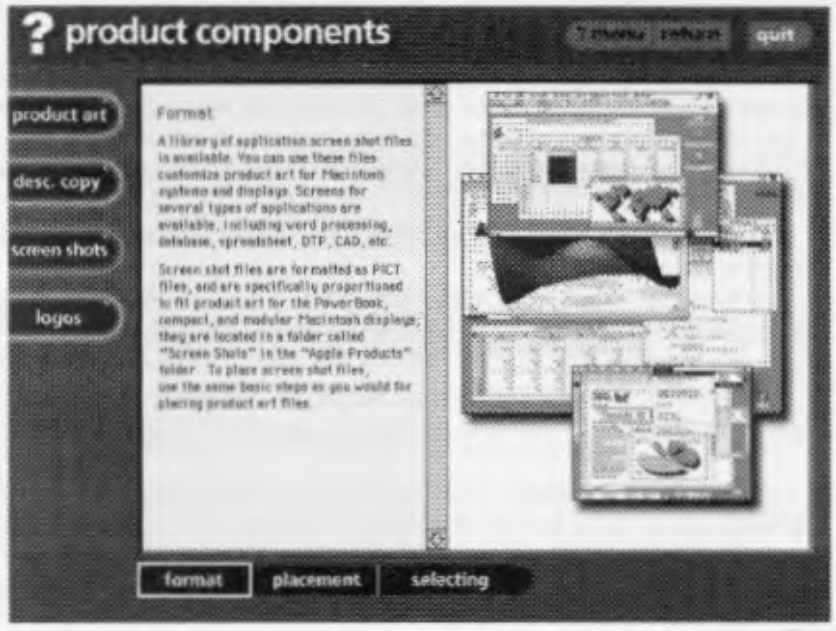
1


navigation
quit
main menu
print mat.
prod. comp.
media toolkit menu
print materials
product components
help system

2


print materials
quit
customizing
output
applefund
Product Art Customization
Place... ⌘D
features
copy customization
product art customization

3


product components
quit
product art
desc. copy
screen shots
logos
Format
format
placement
selecting

4

CD User Information

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